



In Touch



Newsletter by Employees, for Employees
of the American Printing House for the Blind, Inc.

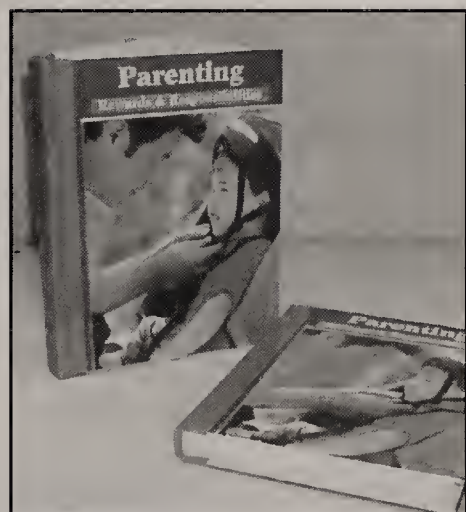
November · December, 2003

ATIC Celebrates Milestone – Production of Large Print Textbooks in New Format

Nancy Lacewell, Public Affairs

Since 1947, APH has reproduced textbooks for visually impaired students by enlarging – or stretching – regular print copy. Although they are obviously better than having no accessible textbooks at all, these “magnified” textbooks have certain disadvantages. Stretching printed words can distort the letters. Books produced in this way are also much larger than regular print versions. They are not only difficult to handle, they call attention to visually impaired kids as being “different” when what they want most is to “fit in” with their peers.

APH’s Accessible Textbook Initiative and Collaboration (ATIC) has been working for over 2 years to create a whole new way of producing large print books. After countless hours of dissecting print textbooks, designing and building software, and field testing “trial runs,” ATIC sent out the first textbooks developed through this revised process to students in September – just in time for the school year.



New ATIC large print book.



A team of temporary workers are helping with ATIC’s new large print production.

Phil Yochim,

Janet Bradley, Christopher Graham, and April Keehn (l-r) are still enhancing the process as they tag textbook elements, proofread, and perform quality review procedures before textbooks are printed.

The new large print books are different from enlarged print books in a number of obvious ways. Most important to students, they are the same size as the standard print textbooks. The books are also in full color (including the covers), and print size is a minimum of 18 points. Enlarged print books could use print as small as 14 points. The new production process is based on the Guidelines for the Production of Large Print Documents for Optimum Readability developed by **Elaine Kitchel** (Educational Research), large print project leader.

Mark Klarer (Resource Services) developed computer software for the new large print production process that can “tag” each element on a page (such as headings, photos, and side bars).

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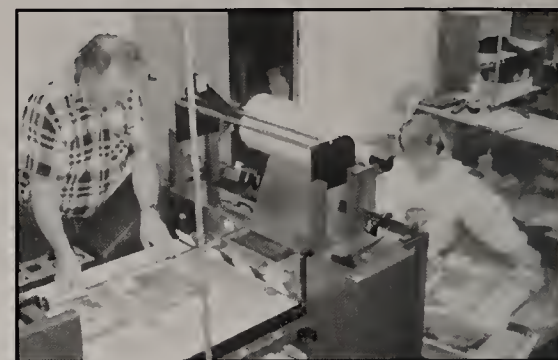
This enables technicians to capture sections individually, make any necessary changes to them (font, point size...), and place them in select spots in the new large print text. This design flexibility means that large print books can be made to fit the specific needs of a student.

The University of Louisville worked with ATIC to field test the new books and gathered some interesting information. Students in the 4th grade unanimously preferred the new large print books over the older enlarged print because they are not as large and cumbersome and “they look just like the books my friends use.” Their comprehension rate was also higher with the new books, as was the comprehension rate of 12th grade students.

At present, APH will use this enhanced large print process for textbooks for students in grades 8-12, while continuing to produce enlarged print textbooks for lower grades. This is primarily because regular print in textbooks becomes smaller as grade levels become higher, so high school students with visual impairments are less likely to be able to read “regular” print materials than younger students. Also, since the regular print size for younger students is already large, it can be stretched more easily without distortion.

Jane Thompson, ATIC Director, says that almost every department at APH has had a hand in creating this exciting new production process, and she thanks the dozens of staff

members involved for their hard work. Customer Service, Resource Services, Finance, Research, Large Type, and Shipping departments, as well as several others, played a major role in improving the enlarged print process to make books truly accessible for visually impaired students.



Mike Hardin and Joyce Enteman (*Large Type*) make color covers for ATIC large print textbooks.

“Processes have been changed, machines have been recalibrated, and binding sizes have been redesigned,” says Jane. “This really was an entire systems change for Large Type, and I am so proud of their work.”

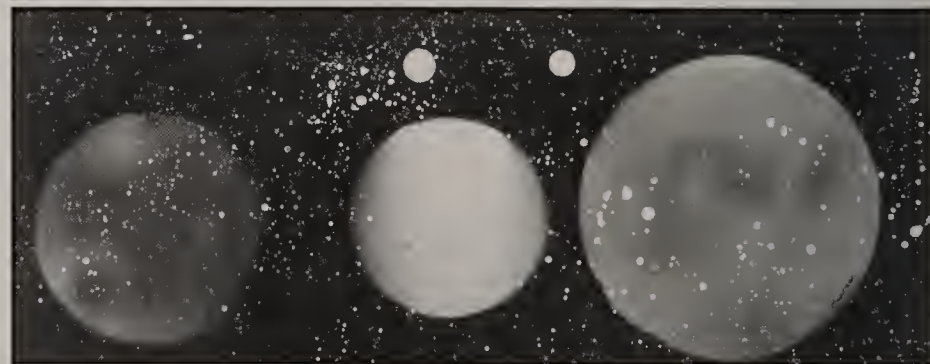
Elaine says, “Now that students have the same information in the same colors and the same format as their peers, and in a size they can actually read, I think you’ll see reading speeds, comprehension, and performance improve. Our preliminary research indicates that this is true for students in grade 12 who have had to manage very, very small print.”

Elaine adds, “ATIC books are the best thing since chocolate!”



Joy Filled Journey

Congratulations to all of the APH staff members who worked to make the 2003 Annual Meeting a fun and productive gathering for our visiting colleagues. “The Joy of The Journey” was held October 15-19 at The Brown Hotel, and over 275 professionals and special guests from across the country participated. They were particularly impressed by their tours of APH, on



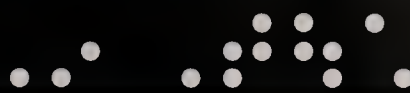
which they learned about the many products and services offered by APH. Thanks to everyone for making us proud!





Featured Employee:

Roy Avers



Leigh Miller, Public Affairs Intern

Since he first started recording with APH in 1974, **Roy Avers** has been getting paid for doing something he loves to do, and something he would have done for free. Roy's career with APH hit a remarkable milestone this summer as he narrated his 1,000th book in the APH Talking Book Studio. The book is an historical romance entitled *Captain Blood* that was written in the 1920s.



A native of North Bronx, New York, Roy is a graduate of Drake University in Des Moines, Iowa, where he majored in theatre arts. After graduating, he traveled around the Midwest as a computer consultant, participated in community theatre, and

sang in the choir of the Kentucky Opera.

Roy began his narrating career with Recording for the Blind and Dislexic (RFB&D), but over time he proved to be too theatrical for the materials he was asked to read. RFB&D suggested that he try reading for APH. The first book he narrated at APH was *Mike's Toads*, a children's book. He has always been proud to be a part of the APH family. Roy now works with monitors **Jo Anne Hohmann** and **Rodger Miller**. He praises the careful and thorough work of the APH monitors and proofreaders who make the recordings "listenable."



Roy Avers and his wife Monica

In 1990, Roy was awarded the Alexander Scourby Narrator of the Year Award from the American Foundation for the Blind for his narration of a fiction novel. He prefers narrating fiction novels because they give him a chance to use his theatrical skills. He also regularly narrates *Newsweek* and *Reader's Digest* magazines, and is always delighted to meet Talking Book readers and speak to interested community groups.

Away from the APH recording studios, Roy and his wife Monica (a former APH proofreader and monitor) enjoy experiencing the artistic talents of others – particularly ballet and opera. Favorite vacation spots include London (Covent Garden), and Chicago (Lyric Opera). He and Monica are also "world travelers," having visited many countries including France, Ireland, Brazil, and the Dominican Republic.



Congratulations to those who were first to guess **Roy Avers** would be the featured employee this issue: **Lynn Smith** (Maintenance), **Kathy Peak**

(Braille Production), **Marci Nord** (Production), **Fred Otto** (Educational Research), **Gary Jones** (Tape Duplication), and **Rose Zinious** (ATIC).



The In Touch

Bulletin Board

Congratulations to **Karen Poppe** (Research) for submitting the winning name, *Power Select*, for APH's new power control unit. The *Power Select* is one of several items in the new *Sensory Learning Kit* (SLK), a product being developed by **Tristan Pierce** (Research). The *Power Select* allows an individual to have some control over the environment – it can be used to turn any electrical appliance or toy on and off. The SLK, being field tested this fall, is a complete overhaul of APH's *Sensory Stimulation Kit*, first produced in 1978. This updated product will be available to the public by mid-2004.

Congratulations to **Gary Mudd** (Public Affairs) and **Bob Brasher** (Products and Services) for completing the Old Kentucky Home Bicycle Ride once again this year. They pedaled 52 miles through Kentucky countryside, along with a thousand other bicyclists. They made the trip in about 4 hours – including several stops for refreshments.



Trudy Tyler (Braille Production) would like to thank everyone at APH for their incredible support when her apartment burned recently and she lost all of her possessions. She feels very blessed to be a part of the APH family, and has worked here for 22 years. APH colleagues were

“right there” for her in her time of need, running errands and providing everything she needed, including food, money, clothes, appliances, and

many other household items. She reports that her apartment is being repaired and she'll be back in it again soon.

John Hedges (Technical Research) and his wife **Holly** are very proud to announce the adoption of their daughter **Grace Ann Fu Hedges**, from Youshian, Hunan, China. At 10 months old, Grace was brought home in September. Holly and John had an incredible trip to China, visiting 4 cities and many cultural attractions. *Congratulations Holly and John!*



Maria Delgado (Resource Services) would like to thank everyone at APH for their kind expressions of sympathy when her devoted guide dog **Dave** passed away recently. A constant companion for over 10 years, Dave was with Maria through major milestones, including

her college years, her first job, and her first apartment. Dave was a part of the APH family for over 5 years, and although he was diagnosed with cancer he worked diligently every day until his death. *We will all miss Dave, Maria.*

Send Us Your News for the Next Issue!



Congratulations to the following APH employees who recently received their NLS certification as Braille Transcribers: **Debbie Hacker, Wilma Hall, Jayma Hawkins, and Ann Hill.** *We're proud of you!*

Welcome to new APH employees! **Beth Phillips** (Educational Aids) and **Dan Williams** (Studio).



APH Employees Star in Video

Elaine Kitchel, *Educational Research*

A PH has a new video coming out soon. **ISAVE 101**, a video that shows teachers and therapists how to use the ISAVE product, features APH talent in starring and supportive roles.

Most of us know that APH is chock-full of talented people. We have musicians, poets, sculptors, painters, and artists of every persuasion right here under the same roof. Some of them recently had the opportunity to showcase their talents in **ISAVE 101**.

Artina Paris

(Advisory Services), played **Tina McFee**, the main character in the video, who is a teacher trying to figure out what to do with the ISAVE product. Artina did a wonderful job, and the cast and crew agreed that when it comes to acting, she's a natural.



Artina Paris as
Tina McFee

Valerie Cox (Educational Research) acted the part of the optometrist in the video. **Elaine Kitchel**, project leader, wrote the script and theme song – on which she sang second tenor. **Malcolm Turner** (Communications) played the fretless bass and sang baritone in the theme song quartet, while **Tom Poppe** (Technical Research) sang bass. **Fred Otto** (Educational Research) did the voice of **Professor Channa Peshwari**, a cartoon character who tries hard to keep Tina in line, but catches himself giving in to her contagious enthusiasm.



Professor Peshwari

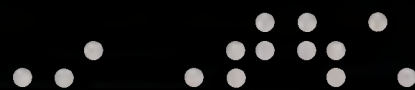
Everyone agreed that participation in the video and song was lots of fun. But more than that, these talented people shared their gifts freely and in doing so helped in the development of a much-needed product.





Featured Employee:

Next Issue



Who is this? Some “helpful” clues ...



- Her highest bowling score is 126.
- She spent the first nine months of her life in Maryland.
- If she could go anywhere it would be some place where she could see dolphins and whales.
- Though she likes all types of music, she is going through a Creed and Kid Rock phase.
- She has always wanted to be a singer, but she admits that she can't carry a tune.



We Welcome the Following Customer Comments



Rosanne Broome, *Customer Relations*

From a woman in Maine regarding the EZ Tract Calendar... “This calendar is truly amazing and such a great help! I will not need to make one any more, and I have ordered one for a friend! Thank you.”

From “Anita” in Houston regarding FoldRite...

Anita says that she has mild Cerebral Palsy and has always had problems folding letters. She completed a project recently in which she had to fold a number of brochures and used the

FoldRite. She said it worked perfectly. Others in her office have asked to use it and they are interested in buying more.

An email regarding BookPort... “...Technical support has been good by phone. This list is monitored and not only are questions answered to the best of anyone's knowledge, but suggestions from users seem to be considered seriously. Many of us have commented that it is nice to see a product that is living up to the hype.”



In Touch ...

Production Staff: **Gary Mudd**, **Nancy Lacewell**, and **Becky Snider** (Public Affairs)

Scott Blome and **Bridgett Johnson** (Communications)

Distribution Manager: **Becky Snider** (895-2405 ext. 356)



Continuous Improvement – Safety “At Work”



Arthur Vaughn, *Human Resources*

There are now 30 people in-charge of conducting safety meetings and submitting documentation monthly to the Human Resources Department. Many changes are beginning to take place. One thing changing is our safety training efforts. In the past we only trained certain individuals in such areas as *Hazard Communication – Right to Know*.

There were training sessions on this open to all employees in October and there will be future training on other topics with many of these open to everyone. Your supervisor will be instructed as to whether the training is mandatory or open, thus allowing interested employees to attend.

With this new focus on safety, we are learning many lessons and APH will become a safer place to work.



How I Spent My Summer Internship

Leigh Miller, *Yale student and summer 2003 intern, APH Public Affairs Department*

My plan for this summer was to experience various aspects of a business. I wanted to learn about the production process from start to finish. My hope was, that of the many aspects that I would be exposed to, I might find my niche – some sort of path for me to pursue after two more years of school.

Over the course of the summer I have given (and observed) numerous tours through the factory and studio, talked to/interviewed various individuals and departments, written press releases and newsletters, organized congressional files of government contacts, and attended conference meetings and seminars. Now, at the end of my internship, I have found that my fields of interest have not been narrowed. Rather, they have expanded. For that, I want to say thank you. (A few more “thank yous” are to follow.)

Concerning work, I would like to thank all of the employees of APH for your display of enthusiasm and dedication. There is an obvious dependence on the quality of work that others do around us. Whatever we might find ourselves working on,

there was someone working on what came before it, and there will be someone working on what comes after it. Consequently, everyone does the best they can and takes pride in their work.



Leigh Miller

Thank you for the work you do. Although I do not use the APH products myself, I have seen the look on the faces of people that do. As a tour guide, I had the privilege of explaining the services and products that APH provides. I got to see the look of excitement from APH customers and the look of amazement from outsiders merely passing through. I want to pass on that credit to all of the APH employees.

Finally, I would like to thank all of the APH employees for their kindness and hospitality. My first day as an intern, several people welcomed me aboard. Since that day, there has not been one moment that I did not feel like a part of the APH team. My internship here has been an incredible experience, one that no matter where I end up or what I do, I will not forget.





Employee

Birthdays



November

2 Jerry Pardue
Maxine Floden
3 Wende Ritchey
5 Marilyn Cheatham
6 Eutiva Frank
10 Donald Asberry
11 Monica Thurston
14 Joanie O'Brien
Everett Logsdon
15 Carol Roderick
Sheila Lambert
16 Margaret White
Jack Fox
18 Artina Paris
19 B.J. Reece
20 Rebecca Bodnar
21 Christine Anderson
22 Patricia Pryor
24 Lou Tingle

27 Terrence Nord
Rosanne Hoffman
Fred Otto
28 Elaine Kitchel
30 Rodger Smith
Micheal Scrogam

December

1 Mary Crawford
2 Rudolph Maresz
4 Eleanor Pester
5 Debra Decker
6 Malcolm Turner
7 Hal Fincher
Bonnie Williamson
8 Tonya Pezzarossi
Beth Phillips
9 Mary Frye
11 Robert Conaghan
12 Janice Bradley

13 Dorothea Parks
Sharon Harrah
15 Will Evans
16 John Hedges
17 Michelle Alexander
18 Madelyn Buzzard
Mees
19 Laura Myers
Suzanne Murphy
Steve Mullins
21 Mary Nelle McLennan
Fred Gissoni
Bob Brasher
24 Daniela Brooks
25 Eva Brewer
29 Chris Garr

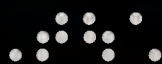
January

2 John Volz
5 Sandra Raley
7 Phil Moore

8 Brown Carr
9 Rhonda Carlton
Jo Ann Hardesty
11 Gail Merideth
Janis Gray
12 Nancy Etter
13 Matthew Witten
15 Bobbia Mackey
Tim House
18 David Hines
19 Rose Zinious
20 Rodger Miller
Phyllis Williams
22 Karen Blaker
Gary Jones
25 Kwain Tarrence
29 Ronnie Overstreet
30 Amy Jones
Carol Stewart
Tristan Pierce
Mary Oliver
Anna Fox



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